



## **LODI CITY COUNCIL**

**Carnegie Forum**

**305 West Pine Street, Lodi**

## **"SHIRTSLEEVE" SESSION**

**Date: May 11, 2004**

**Time: 7:00 a.m.**

For information regarding this Agenda please contact:

**Susan J. Blackston**

**City Clerk**

**Telephone: (209) 333-6702**

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### **Informal Informational Meeting**

**A. Roll call by City Clerk**

**B. City Council Calendar Update**

**C. Topic(s)**

C-1 Presentation of a Negative Migration Project for the City of Lodi by William Jessup University student, Ted Van Alen (CM)

**D. Comments by public on non-agenda items**

**E. Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Susan J. Blackston  
City Clerk



## CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Presentation of a Negative Migration Project for the City of Lodi by William Jessup University student Ted Van Alen Jr.

**MEETING DATE:** May 11, 2004

**PREPARED BY:** Janet L. Hamilton, Management Analyst

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**RECOMMENDED ACTION:** Information only.

**BACKGROUND INFORMATION:** Ted Van Alen, a William Jessup University student, approached us in October 2003 requesting assistance in completing a class project required for the completion of his Bachelor's Degree in Science in Management and Ethics. Mr. Van Alen project required research into the causes of negative migration among the 25-35 age group in the City of Lodi. Mr. Van Alen's findings are timely as the community faces decisions on future development.

**FUNDING:** None required

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Janet L. Hamilton  
Management Analyst

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APPROVED: \_\_\_\_\_  
H. Dixon Flynn, City Manager

April 29, 2004

Mr. H Dixon Flynn  
City Manager's Office  
City of Lodi, California

Dear Sir,

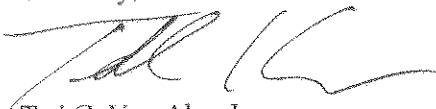
Here is the research project that I was authorized to perform by Janet Hamilton in October of 2003. The project report is a research into the reasons behind why the City of Lodi population age of 20 to 35 is experiencing a negative migration from the city. This negative migration was revealed in a survey performed by Percept, Inc. in September 2003 for the benefit of my church, New Hope Community Church.

Based on the initial survey by Percept, Inc. the population age of 20 to 35 experienced a negative migration of 4% during the period between 2000 and 2003 in the City of Lodi. I researched the Real Estate market to see what the median house prices were at in the City of Lodi as compared to the surrounding areas and found that median house prices were quite a bit higher in Lodi. I looked into professional employment opportunities and found that very few existed in the City of Lodi, less than 20 jobs listed in the Sentinel on a given day. Any education opportunities above high school do not exist in the City of Lodi, not including the use of the internet or of a few classes offered by San Joaquin Delta Community College in Tokay or Lodi high school. I performed an additional survey of approximately 100 people in the City of Lodi targeting the population age of 20 to 35. I found that though 74% of those surveyed were satisfied with the City of Lodi, 64% said that there were factors that would cause them dissatisfaction with Lodi, and 59% said that they would be willing to leave the City of Lodi. With little employment opportunities, relatively no collegiate opportunities, and higher than average housing costs I could understand why there is a general dissatisfaction with the City of Lodi and a negative migration trend in the population age of 20 to 35.

As you may know, there aren't a lot of things that could be done to turn this negative migration into a positive one. The City of Lodi could do such things as build a business park near Interstate 5 and Highway 12 to bring in jobs for this age group, bring in commercial builders to build a bowling alley or a miniature-golf course, host social and cultural events that would interest the 20 to 35 age group, or even repeal the 2% growth restriction rate instituted by the people in 1990. Additional research would be needed to move any one of these options into planning.

I would like to thank you for this opportunity to perform my school research project on the City of Lodi. I enjoyed learning about the various factors of the City of Lodi that might cause such a negative migration, especially since I am a current Lodi resident that is within that age group. I also want to thank Janet Hamilton for all her help and direction during this research project development. I would be glad to answer any questions that you might have regarding this report.

Sincerely,



Ted C. Van Alen Jr.  
Excel Student  
William Jessup University.

**NEGATIVE MIGRATION  
PROJECT**

**FOR THE  
CITY OF LODI**

**BY**

**Ted Van Alen Jr.  
Excel Student  
M&EF  
William Jessup University**

## **Executive Summary**

A recent News article on local city population growth listed the City of Lodi averaging less than 1% growth over the ten years between the 1990 and 2000 Census. This is in comparison to surrounding cities that had growth ranging from 15 to 69 percent in the similar 10-year period. Researching growth, a survey titled "Ministry Area Profile" was performed by Percept Inc. on the City of Lodi for the end of 2003. This survey brought the growth statistics of the City of Lodi into greater focus. During the three years between 2000 and 2003, the population age between 20 and 35 experienced a 4% negative migration from the City of Lodi. Taking this seriously, a research into possible factors that may be causing this negative migration was performed. First, a search for professional employment opportunities was performed. Using the data from the Lodi News Sentinel, and the website [www.monster.com](http://www.monster.com), it was discovered that few professional employment opportunities exist in Lodi. Only 6 professional employment opportunities were listed for the City of Lodi on the Monster.com website, as compared to 107 jobs for the city of Stockton. After this, a search into the Real Estate market was performed using the median housing of 3 bedrooms and 2 bathrooms. On average, houses in the City of Lodi cost anywhere from \$10,000 to \$40,000 more for median housing than surrounding cities.

If the houses cost more and the jobs are fewer, than what are the overall feelings of the population age between 20 and 35 in the City of Lodi? A short survey was performed with the intention of finding this out. Of 100 people

surveyed, over 61% of the people said that though they either liked or loved the City of Lodi and 74% said that they were, overall, satisfied with the City of Lodi. Yet, 64% of those surveyed said that they were dissatisfied with both what the city has to offer them and the cost of living in the city. Upon evaluation of these areas, the conclusion was made that if something was not done to appease the dissatisfaction of this age group then this group would continue to leave the City of Lodi, for better opportunities in employment, housing, and recreation.

So what can be done to assuage this negative migration? First, an agreement with the city population must be made in order to lift the population growth restriction currently residing on the City of Lodi. Secondly, a business park that would provide opportunities for professional employment should be built. If possible, this should be done near the junction of Highway 12 and Interstate 5. Thirdly, recreational projects and relief projects need to be instituted to provide extracurricular relief from the daily stresses of life for the population age between 20 and 35. This can be anything from a bowling alley, to a miniature golf course, to wine tasting affairs sponsored by local wine grape growers. If the City of Lodi does not reevaluate its position concerning this age group and increase the emphasis on retaining this age group, things will only grow worse. Population growth will remain nominal and city revenue will maintain its current trend.

## **TABLE OF CONTENTS**

Project Purpose .....	2
Kingdom of God Connection .....	2
History and Background of Client .....	4
Environmental and Firm Analyses .....	6
Detailed Description of the Research Methodology .....	7
Findings and Results .....	9
Discussion of the Findings .....	10
Recommendations .....	12
Bibliography .....	14
Appendices .....	A-H

### Project Purpose

The purpose of this project is to answer the question, "Why is the 20-35 age population of the City of Lodi experiencing a negative migration from the City?" This project issue was originally stimulated from a survey I received from the board meeting of my church, New Hope Community Church. The survey, conducted by Percept, Inc., took the data available from the Census 2000, along with other survey data, and formulated a report of current and trending data for the City of Lodi. In that survey, the 20 to 35 age group, named the "Survivors", showed a 4% reduction in population from the 2000 Census to current date (see Appendix D). This caused me to approach the City of Lodi to request the acceptance of the project, in which they enthusiastically agreed. Answering this question, utilizing data analysis and survey comparison, will provide the City of Lodi with needed information concerning the negative migration, and what can be done about it. For the City of Lodi, lack of growth in this age group will negatively affect revenue, and this would then affect the types and quantity of projects the City can offer. The answer to this question, then, will lead the City of Lodi to a choice of actions that would turn this migration into a positive one, stimulating the City's growth.

### Kingdom of God Connection

To explain how my project affects the Kingdom of God I must first explain what the concept of the "Kingdom of God" means to me. In part, the Kingdom of God can be explained by what Dallas Willard says in his book "The Divine



Conspiracy.” He says that the “kingdom” is manifested or made shown in us. He also says that as we learn, grow, and increase in our trust in God, the “kingdom” will thus grow. This reflects what I believe concerning the Kingdom of God. I see the Kingdom of God as a growing entity, not of physical parameters, as in people, but rather spiritual, and described in spiritual terms, as in the inner person. It is a thing that can be shown and it is something that grows and increases. Yet, for me, the “kingdom” is more than just you and I. It is anywhere God is at work, even when this includes those who do not believe in God. When those who do not believe in Jesus hear the good news, their hearing the news is the “kingdom” in action, and when they accept the good news then the “kingdom” is made manifest. In spiritual terms and parameters, the Kingdom of God is any and all aspects of God Himself. As such, when I think of the connection that my project will have with the Kingdom of God, I see it in terms of God and His use of the project for His purposes. My project will have an affect in the area of growth in the City of Lodi, which will consequentially affect the growth in the churches of Lodi. If the City of Lodi were not growing, than it would be safe to say that the churches in the city would not be growing. This is the case. If the City of Lodi were to stimulate growth, than it would also be safe to say the churches in the city would also see growth. This is where the Kingdom of God connection comes into effect. If the project leads to what will cause growth to happen to the City, and thus to the churches in the City, then the Project will cause growth in the area of the Kingdom of God. Once the project is presented to the city it will also be available to the local churches for review as well.

## History and Background of Client

Incorporated as a city in 1906, the City of Lodi is located north of Stockton in the San Jaquin Valley of California. With an estimated population of 58,950 (as of January 2001), the City of Lodi is considered to be a small town with grassroots, founded on a strong agricultural industry, and is the number one "wine grape" producing city in the nation (see city website). In contemplation of the 8 dimensions of quality, the City of Lodi performs well on the perceived quality of the city. When questioned about what a person thinks of the City of Lodi, the average comment is one of small, clean, low crime, and peaceful to live in, or by. The overall opinion of the population surrounding Lodi is positive concerning the aspects of the City of Lodi. One of the positive perceived dimensions is in the self-imposed restriction on population growth. The City of Lodi restricts its population growth to less than 2% a year, though the actual growth rate falls to less than 1% a year. What this equates to, to the public opinion, is a low crime rate and a clean city. Many Lodi townsfolk feel that it is the size restriction of Lodi that keeps the city what it is. The rich heritage that the City of Lodi is founded on helps contribute to the outside view of the City of Lodi being such a positive and peaceful small town. The one downfall to being a small town is that the revenue to run the city is dangerously low. The City of Lodi is currently in a budget deficit that has equated to layoffs in the city employment sector, and may include more. Being an old small agricultural town, the average person tends to be conservative and traditional in their thinking and way of life.

This trend supports the popular view of the growth restriction that the City of Lodi has self-imposed since 1990.

As a small town, there is relatively little to offer in the form of entertainment or social recreation. Though the City of Lodi has over 25 parks, the amount of different activities that are offered to the residents to be involved in for recreation is minute. The city boasts of having only one cinema theatre, though the "Lodi Stadium 12" is relatively new. There once was a bowling alley, but it closed down a few years back. The City does have a social event place, called "Hutchins Street Square", which hosts monthly activities, including concerts and theatrical plays. Other than restaurants and a few convenience and retail stores, the city does not have much else to offer. For education outside of High School, a person will have to leave the city or utilize the Internet. San Joaquin Delta Community College does offer a relatively few offsite classes, hosted in Tokay and Lodi High School, in the city of Lodi. The City of Lodi does not host ethnic functions nor does it offer different avenues of social gathering or recreation with ethnicity in mind. This looks even more poor when seen against the statistic that 30% of the city's population is Hispanic. The city has little to offer in the form of recreation and entertainment for the young to middle-aged population, not including restaurants and video stores. Overall, the features offered by Lodi do not adequately meet the needs of the city's residents. With all this said, the City of Lodi is facing bleak times with the budget deficit and lack of growth, which equates to growth in revenue. For more detailed information on the City of Lodi, see their website.

## Environmental and Firm Analyses

In the initial environmental analysis, I found that the City of Lodi has one great weakness, even though weaknesses can turn out to be strengths given different circumstances. This weakness is the city's self-imposed growth restriction of 2% (See Appendix B). Looking at the Census 2000 data, and the estimation of current population for the City of Lodi, the growth rate actually drops to less than 1% a year (see Appendix D). This is not a sign of a healthy and growing city. When this is compared to the national average for growth in a city, or for the greater Northern California area, the less than 1% growth looks even more bleak. If this growth rate were applied to a business the result would be a bankruptcy, or one that is bought out by another growing business. Knowing that something has to be done soon, and stating that the City has run out of land to expand in, the City Manager's Office has stated that this growth restriction is one of the major topics of the budget planning for next year. The other grave danger for the City of Lodi is the loss of population to other cities that are offering better employment opportunities along with lower cost housing.

Some of the other factors that may have an affect on the City of Lodi are the state and national issues that are prevalent. One of these that stand out is the economic recession that the U.S.A. is currently enduring (see Appendix D). With recession comes deficits and budget cuts, as well as layoffs and rising unemployment. This has a large negative affect for the City of Lodi. If the nation is not struggling in revenue, and the State of California is in it's own budget crisis,

it would make sense to conclude that the City of Lodi would face the same. These are trying and difficult times for the City of Lodi, California, and the U.S.A. economically. With this in view, who would have the most at stake, or the most to lose, for the City of Lodi? Analysis would point to the public itself (See Appendix A). Though the problems economically and otherwise come under view by the City Administration and the city's employees, those who will endure the greatest loss would be the public. If the City is unable to fund projects as they used to, or if the City has to cut benefits or other such plusses, than the public is the group that hurts the most, and that cries out in pain and frustration the most. The last thing the City could do is dissolve itself or merge with another city. This would be of the greatest impact on the public for this action would affect registration, taxes, and other laws that are particular to the City of Lodi. All that has been said about the environmental and firm analysis may appear to be mostly bleak and negative. Yet with any problem or negative circumstance, there is always a solution or an opportunity to turn the bad into good. Hopefully the City of Lodi can do just that, turn what appears to be bad into something good.

### Detailed Description of the Research Methodology

To begin with, a survey was originally performed for my church, New Hope Community Church, on behalf of Percept, Inc., titled "Ministry Area Profile". This survey, taking data from Census 2000 and current census data, showed a 4% decline in the "Survivors" age category (roughly the 20 to 35 age group). This led to the question of why was the City of Lodi experiencing a negative migration in

the population age group of 20 to 35. The methods employed to answer this question were an additional, more detailed, survey, real estate research and analysis, and employment opportunity analysis.

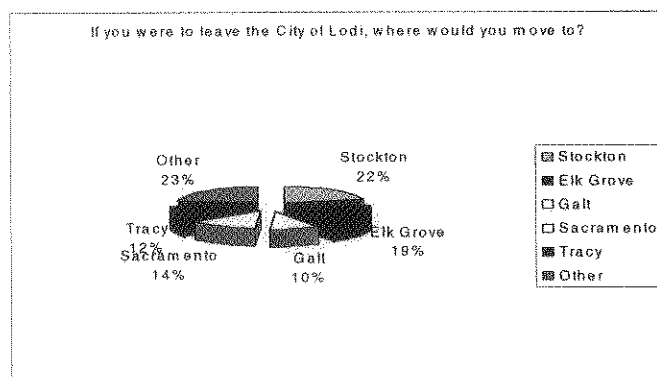
A survey of approximately 100 persons of the population age group from 20 to 35 of the City of Lodi inhabitants was performed. This survey was a random sample of the residents and non-residents in the City of Lodi. Surveys were handed out at a few local establishments and person-to-person contacts were made. Of the 100 persons surveyed, a small few were found to not be current Lodi residents, though the same persons did mention having been a Lodi resident previously. 12 questions were asked, 7 of which were yes or no questions, 2 check/box questions, 2 circle/one questions, and one "fill in the answer" question.

I held a meeting with a real estate agent and discussed the specific details I was looking for. I received printed summary documentation of 15 different cities that surround the City of Lodi and the housing information for each. Comparison was made between the median housing size of 3 bedrooms and 2 bathrooms in the various cities. The report name was "Market Statistics Report" by [www.prospectormetrolist.net](http://www.prospectormetrolist.net) compliments of my local Real Estate Agent.

Concerning employment opportunities, I started by visiting the [www.monster.com](http://www.monster.com) website and ran a search for jobs in the greater San Joaquin County area, where Lodi falls. I then ran a greater detailed search using the keyword Lodi. I also ran a search for the Central Valley, Sacramento, and Stockton areas.

## Findings and Results

The survey revealed that 74% of those surveyed were satisfied with the City of Lodi, 64% went further to say that there were factors that might cause them to be dissatisfied with the City of Lodi. 59% would consider leaving the City of Lodi, of which the choice of destinations to move to were evenly distributed to surrounding cities and out of the state of California.



Many cities in the surrounding area of the City of Lodi were evaluated. The median house cost difference for the City of Lodi versus the cities compared was a difference of \$20,000 more in the City of Lodi. From there I researched the various homebuilders in the City of Lodi and surrounding areas. The difference was \$40,000 to \$100,000 more for a new home in the City of Lodi versus the surrounding areas.

Taking the local newspaper listings regarding employment opportunities and looking specifically at professional employment, there were, on average, only 20 listings on the weekdays and 40 listings on the weekends. Of the 40 listings only 15 to 20 were new. Consider that in the City of Lodi, there are approximately 65,000 residents, of which 30% are in the age group of 20 to 35. That is approximately 20 new job opportunities for 19,500 people. Using

monster.com job search website, with the keyword Lodi, I received a listing of 6 jobs, classified as professional job opportunities. This is in comparison to the Stockton City area, including parts of Modesto and Turlock, which posted 107 job opportunities.

### Discussion of the Findings

The survey I personally ran contained questions about the satisfaction of the residents concerning Lodi, what it has to offer, what is lacking, and if the residents were willing to move because of the lacking elements. The first and most striking result of this survey was in the overall feelings of the inhabitants of said age group on the City of Lodi. When asked, "What is your overall opinion or feelings of the City of Lodi?" over 61% responded with either like or love (see Appendix H). Though 74% of those surveyed said they were satisfied with the city, 64% would be dissatisfied with what was being offered to them. This seemed contradictory. 59% of those surveyed said that they would consider leaving the City of Lodi, again contradictory to the overall satisfaction of 74%. This only lends to the fact that the City of Lodi appears to be a wonderful place to live but does not offer much to keep the population happy and growing.

I met with a representative of the Real Estate sector and gathered data concerning housing factors that would affect the negative migration stated above. Though the cities surrounding the City of Lodi all have high increases in house prices, the City of Lodi still stood out above the median cost. If the cost of buying a house in the City of Lodi is \$20,000 to \$100,000 dollars more than the surrounding areas, it makes sense why people might be leaving Lodi to buy a



house in, say Stockton, for a huge dollar savings. Considering that unemployment is still relatively high post September 11, such housing data lends a strong voice to the reasons behind such negative migration. For more details or specifics concerning the difference in housing costs see Appendix H.

A look into the available college education opportunities offered in the City of Lodi will reveal that there aren't any. Even with the use of the Internet, or the few vocational classes offered by Delta Community College at Tokay and Lodi high schools, there are no opportunities to acquire an undergraduate or upper graduate education in the City of Lodi. This would lead many to move from Lodi to attend nearby State Universities.

The project would not be complete without research on employment opportunities in the City of Lodi. This means that there are not enough jobs for professionals in the City of Lodi to offer to people who are considering moving into the city. This also lends to the reasons behind the negative migration. The City does not have a solid financial future as it has operated on a decreasing bottom line for over three years, not including the national recession that ensued following the tragedy of September 11<sup>th</sup>. With out the proper financing, the City of Lodi is limited in the number and type of projects it can do. As the financial position of the State of California remains bleak, so to does the position of the City of Lodi, and its employees. With out building projects, adequate housing, or job employment opportunities, the City of Lodi does not have what it takes to entice a growth in the 20 to 35 age group. As was stated earlier, a self-imposed growth restriction of 2% a year will definitely hinder growth stimulation in the 20

to 35 age group. A recent article in USA Today titled "Midsized cities get hip to attract young professionals" addresses this very issue. In the article, the City of Cincinnati, OHIO acted upon their own decrease in the population age group of 20 to 35. The city leaders setup evening socials catered to the young professionals that fall under this age group. The socials provide a pathway for the CEO's and leaders of the business and professional sector of the city to talk and socialize with the very people who are up and coming in business and other professional arenas. Knowing something needs to be done regarding the decline in the population age of 20 to 35, many cities have started targeting young professionals, from launching websites to bringing in art museums and rock concerts. What does this mean for the City of Lodi? If something is not done to target this age group, the decline in population for this age group will continue.

### Recommendations

There are a few options open for implementation by the city. The first thing the city can do is to coax businesses into greater Lodi by building a business park. The business park could go by Interstate 5 and Highway 12, where there is a great deal of land and new construction occurring. This would bring jobs closer to Lodi, and maybe bring the young professionals with it. The second thing that the city can do is to build any one of many recreational facilities that do not currently exist in Lodi. Some of these may include a bowling alley or batting cage, of which a dual batting cage and bowling alley was recently built in Manteca, CA. This would provide the young professionals with what they desire.

most, as the article says, which is quality of life. The third thing that the city can do is to begin hosting social events similar to what the city of Cincinnati, Ohio did. This could be an event where the young professionals have the opportunity to meet with the city and surrounding area professional leaders, with wine tasting and hors d'oeuvres provided. This would also provide the local wineries with solid marketing to the very group that spends the most dollars in wine sales. Fourth, and finally, the city could reach out to the nearby San Joaquin Delta Community College district and provide land or property to build an off campus site. This would provide some higher education to the city that does not have any. If I were to start somewhere, I would begin with the change of attitude about the young professionals. This must begin with a revitalized emphasis on bring the young professionals back to Lodi. To do so would necessitate the removal of the self-instituted growth restriction rate of 2% annually. From there, the social events or the building projects are merely steps away.

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# APPENDIX

## A

## Stakeholder Analysis Matrix for the City of Lodi

	COMMUNICATION FROM ORGANIZATION	COMMUNICATION FROM STAKEHOLDER	IMPORTANCE OF STAKEHOLDER	LIKELIHOOD OF STAKEHOLDER INVOLVEMENT	STAKEHOLDER GOALS	STRENGTHS OF STAKEHOLDER
Public	Full disclosure on Bills, initiatives, and budget	Needs, wants, and capital projects	High	Low, unless public affected by City decisions	Public works, utilities at lowest cost, maximum benefit, and laws or regulations that fit public view	Can vote in/out officials, sway public opinion, get media attention, or move away
City Employees	Human Resources, management policies, supervision	Union demands, remain an employee, adequate compensation	Moderately High	Dependent on fiscal impact of budget funding and employment needs	Better work conditions, enjoy- ment, more pay, less stress, more job effectiveness	City needs them to conduct the daily business to survive
City Government	Information between members be accurate, true and informative	Laws, policies, regulations, bills, capital projects	High	Dependent on voter appreciation, impact of bills, position on Board	Receive taxes and revenue, improve community infra- structure, grow	Can impose laws and regulations or levy taxes to affect behavior
State of California	Annual Report analysis, budget analysis, meetings and relations	Votes, funding budget adherence	Moderate	Low, unless Bills of City are in conflict with State or Federal laws	See State revenues increase, expenses decrease, and no problems	Can pass laws & regulations that affect city, or give/take funds

# APPENDIX

## B

## SWOT

<div>Internal</div> <div>External</div>	<b><u>Strengths</u></b> <div>1. Restricted population growth to 2% a year</div> <div>2. Small town environment</div> <div>3. Low crime rate</div> <div>4. Largest wine grape producing city in the nation</div> <div>5. Annual Lodi Grape Festival</div> <div>6. 25+ recreational parks</div>	<b><u>Weaknesses</u></b> <div>1. Not culturally diverse, with a 65% Caucasian population</div> <div>2. 56 Evangelical churches in a town of 59,000</div> <div>3. 2% Population growth restriction</div> <div>4. Few “Professional” employment opportunities</div> <div>5. High median housing index</div> <div>6. No cultural social activities</div>
	<b><u>Opportunities</u></b> <div>1. Proposed capital projects for public use with nonresident appeal</div> <div>2. Cultural festivals or holiday recognition</div> <div>3. New housing divisions</div>	<b><u>Possible Strategies</u></b> <div>1. Choose a capital project that does not include a park. (O1, O3,S1,S2,S6)</div> <div>2. Host cultural Festival (O2,S2,S3,S5)</div> <div>3. Reduce housing cost (O3,S1,S2,S3)</div>
<b><u>Threats</u></b> <div>1. 25 to 35 age group leaving the city</div> <div>2. Other cities offering lower cost housing</div> <div>3. State and national recession</div> <div>4. Professional job employment opportunities offered by other cities</div>	<b><u>Possible Strategies</u></b> <div>1. Propose low-cost housing plan (T1,T2,S1,S2,S3)</div> <div>2. Seek federal funds for Grape Festival (T3,S4,S5)</div> <div>3. Maintain growth restriction (T4,S1,S2,S3)</div> <div>4. Build professional employment industrial center (T3,T4,S2,S3,S4)</div>	<b><u>Possible Strategies</u></b> <div>1. Do nothing and let 25 to 35 age group leave (T1,T2,T4,W3,W4,W5)</div> <div>2. Open City to multiple housing developments (T1,T2,T3,W3,W4,W5)</div> <div>3. Merge with adjacent city (T1,T2,T3,W2,W3,W4,W5)</div>



# **APPENDIX**

## **C**

## STEEP

<u>Social</u>	<u>Technological</u>	<u>Ecological</u>	<u>Economic</u>	<u>Political/Legal</u>
-911 tragedy	-New bar code technology in healthcare	-Gas prices high and rising	-State budget deficit	-New Governor
-Less than 1% population growth	-Future Hydrogen Cell powered cars	-Impact of reduction of agriculture producing land	-Local businesses on decline	-Republican party being in control
-25 to 35 age population down	-New ballot casting technology for election process	-Current and future state of City of Lodi well water	-Unemployment rate high	-Lawsuit from adult book store
-Decreased involvement in personal faith			-Decreased public spending	-Worker's Compensation Reform Bill
			-Utility costs up	-State Budget deficit

# APPENDIX

## D

## POPULATION GROWTH

"The City Council, in the early 1980s, passed an ordinance that prohibited Lodi's population from growing in excess of 2 percent per year.

Since then, we have adhered rigidly to that limitation and have, in fact, rarely come close to the 2 percent figure. State census figures show that Lodi had grown in population only 9.9 percent in the 10 years between 1990 and 2000. That is a growth rate of less than 1 percent per year.

Compare that to some of our neighbors in the county. In the same year period, Stockton's population grew by 15 percent, Escalon's by 34 percent, Lathrop's by 52 percent, Manteca's by 20 percent, Ripon's by 36 percent and Tracy's by a whopping 69 percent. The county population rose over 17 percent.

According to the recent press, they aren't finished yet. Manteca is entertaining a proposed 1,400-home retirement community. A 1,200-unit project is currently in development in Stockton and the developer has potential plans for a "second phase" of an additional 2,700 units!"

2000 – 2003	2.3%	.8% a year
2003 – 2008	5.8%	1.2% a year

*848.4 people/year*

**New Hope will not grow because of new families moving into Lodi.**

## RACE / ETHNICITY

White	61.8%
Hispanic	29%
Asian	8.7%
Black	.5%

Projection for 2008 is an increase of Hispanic 3.3%

**There will be no change in the ethnicity of Lodi**

## INCOME

\$50 – 75	20%
\$35 – 50	15%
\$25 – 35	14%
\$15 – 25	13%
\$75-100	12%

**New Hope fits this profile**

## AGE

0 - 17	27.5%
18 - 34	22%
35 - 54	27.3%
55 +	23.2%

0 - 34      49.5%

Average Age =      36.8

Average Age of New Hope = 48.5

## MARITAL STATUS

Single never married	24.2%
Divorced / Widowed	17.6%
Married	58.2%

## FAMILY STRUCTURE

Single Male	9.3%
Single Female	14.9%
Married Couple	53.8%

Households with Children

Married couple	68.4%
Single Female	21.3%
Single Male	9%

## EDUCATION

Less than elementary	12.9%
Some High School	14.8%
High School Grad	25.5%
Some College	23.5%
AA Degree	7.9%
Bachelor's Degree	10.7%
Grad Degree	4.7%

### OCCUPATION

White Collar	52.9%
Blue Collar	47.1%
Unemployment	4.8%

### POVERTY & RETIREMENT

Below poverty line	12.5%
Retirement	17.9%

### WORK TRAVEL

Less than 10 minutes	22.5%
10 - 29 minutes	51.2%
30 - 59 minutes	18.6%
60 - 89 minutes	4.5%
90 + minutes	3.1%

### FAITH INVOLVEMENT INDICATOR

Strongly involved	29.2%	(35.2% national average)
Somewhat involved	25.7%	(29.9% national average)
Not involved	44.1%	(34.9% national average)

### PRIMARY CONCERN INDICATOR

Maintaining Personal Health	41%
Day to Day Financial Worries	34.3%
Dealing with Teen / Child Problems	20.2%
Neighborhood Crime & Safety	30.8%
Achieving a Fulfilling Marriage	20.4%
Dealing with Stress	29.2%

**ministry  
area.....  
profile 2003**  
based on Census 2000 data

New Hope Community Church of Lodi  
330 S Fairmeont Avenue  
Lodi, CA 95240

**Study Area Definition:**  
Zip Codes 95240, 95242



ID# 29388:71971

Prepared For:  
New Hope Community Church of Lodi  
330 S Fairmont Avenue  
Lodi, CA 95240

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## Table of Contents

<b>INTERVIEW</b>	<b>1</b>
<b>SNAPSHOT</b>	<b>2</b>
<b>FINGERPRINT</b>	<b>3</b>
<b>TRENDS</b>	<b>4</b>
POPULATION.....	4
HOUSEHOLDS .....	4
POPULATION BY RACE/ETHNICITY .....	4
POPULATION BY GENDER.....	4
AGE.....	4
INCOME .....	4
POPULATION BY PHASE OF LIFE .....	5
POPULATION BY AGE (DETAIL) .....	5
<b>CENSUS</b>	<b>6</b>
MARITAL STATUS .....	6
FAMILY STRUCTURE .....	6
GROUP QUARTERS.....	7
RACE/ETHNICITY .....	7
EDUCATION .....	8
OCCUPATION.....	8
EMPLOYMENT.....	9
POVERTY AND RETIREMENT INCOME.....	9
HOUSING.....	10
TRANSPORTATION .....	12
<b>U.S. LIFESTYLES</b>	<b>13</b>
<b>ETHOS</b>	<b>15</b>
FAITH INVOLVEMENT .....	15
RELIGIOUS PREFERENCE.....	15
LEADERSHIP PREFERENCE .....	15
PRIMARY CONCERNS .....	16
KEY VALUES.....	17
HOUSEHOLD CONTRIBUTIONS .....	17





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**How many people live in the defined study area?**

Currently, there are 70,690 persons residing in the defined study area. This represents an increase of 7,609 or 12.1% since 1990. During the same period of time, the U.S. as a whole grew by 15.3%. (see page 4)



**Is the population in this area projected to grow?**

Yes, between 2003 and 2008, the population is projected to increase by 5.8% or 4,104 additional persons. During the same period, the U.S. population is projected to grow by 4.8%. (see page 4)



**How much lifestyle diversity is represented?**

The lifestyle diversity in the area is *extremely high* with a considerable 32 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 13.3% of all households. (see pages 13 and 14)



**How do racial or ethnic groups contribute to diversity in this area?**

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 61.8% of the population and all other racial/ethnic groups make up 38.2% which is somewhat above the national average of 32%. The largest of these groups, *Hispanics/Latinos*, accounts for 29.0% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 18.0% between 2003 and 2008. (see pages 4 and 7)



**What are the major generational groups represented?**

The largest age group in terms of numbers is *Millennials* (age 0 to 20) comprised of 22,472 persons or 31.8% of the total population in the area. *Builders* (age 75 and up) make up 7.7% of the population which compared to a national average of 5.9% makes them the most over-represented group in the area. (see page 4)



**Overall, how traditional are the family structures?**

The area can be described as *mixed* due to the about average presence of married persons and two-parent families. (see page 6)



**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the area is *extremely low*. While 72.3% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 15.4% of those over 25 in the area versus 24.4% in the U.S. (see page 8)



**Which household concerns are unusually high in the area?**

Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Adequate Food, Neighborhood Crime and Safety, Abusive Relationships* and *Day-to-Day Financial Worries*. (see page 16)



**What is the likely faith receptivity?**

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)



**What is the likely giving potential in the area?**

Based upon the average household income of \$61,749 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

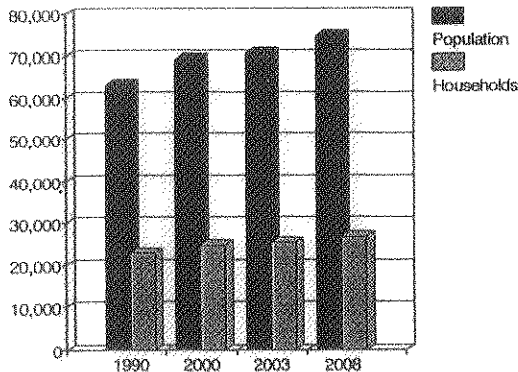


Date: 9/3/2003

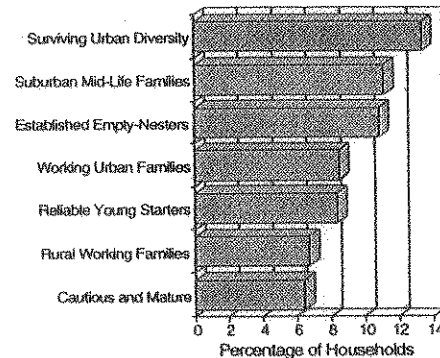
Prepared For:  
New Hope Community Church of Lodi  
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Lodi, CA 95240

Study Area Definition:  
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## Population and Households

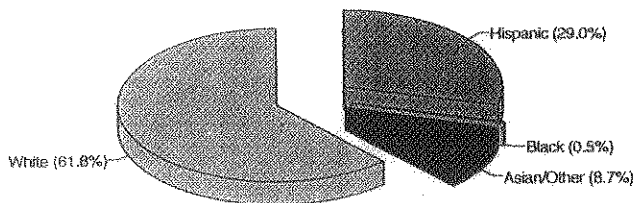


## Primary U.S. Lifestyles Segments-2003

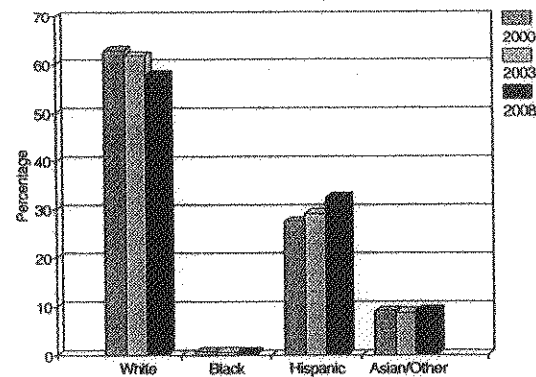


The population in the study area has increased by 1578 persons, or 2.3% since 2000 and is projected to increase by 4104 persons, or 5.8% between 2003 and 2008. The number of households has increased by 649, or 2.6% since 2000 and is projected to increase by 1377, or 5.4% between 2003 and 2008.

## Population By Race/Ethnicity-2003

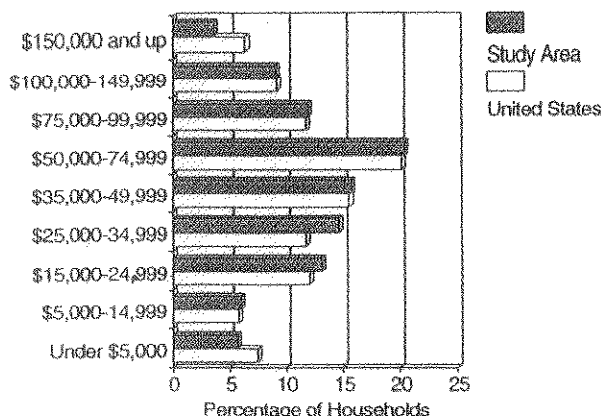


## Population By Race/Ethnicity Trend

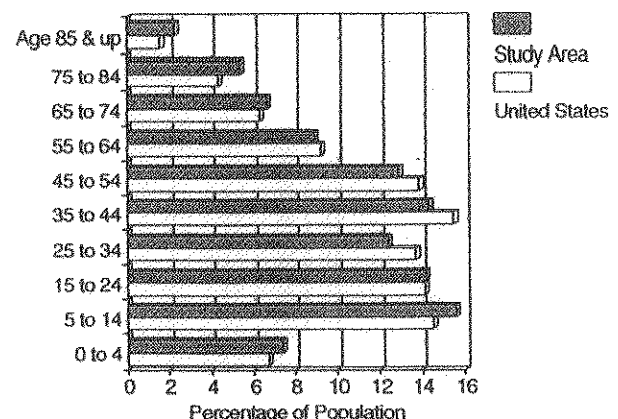


Between 2003 and 2008, the White population is projected to decrease by 430 persons and to decrease from 61.8% to 57.8% of the total population. The Black population is projected to increase by 66 persons and to remain stable at 0.6% of the total. The Hispanic/Latino population is projected to increase by 3680 persons and to increase from 29.0% to 32.3% of the total. The Asian/Other population is projected to increase by 789 persons and to increase from 8.7% to 9.3% of the total population.

## Households By Income-2003



## Population by Age-2003



The average household income in the study area is \$61749 a year as compared to the U.S. average of \$64338. The average age in the study area is 36.8 and is projected to increase to 37.3 by 2008. The average age in the U.S. is 36.5 and is projected to increase to 37.1 by 2008.

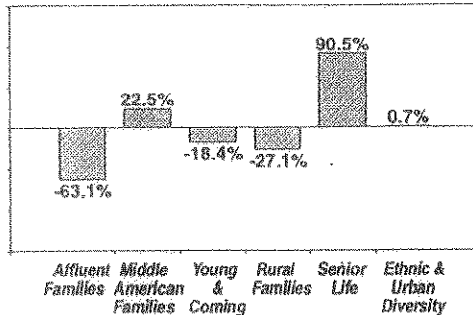


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### U.S. Lifestyles Group

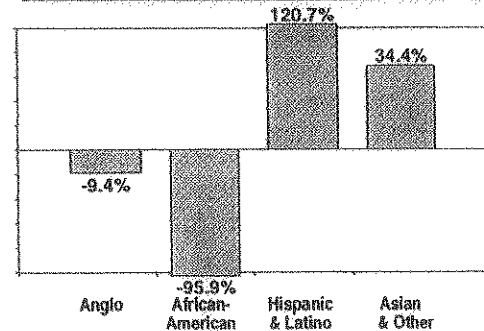


Percentage Above  
Average

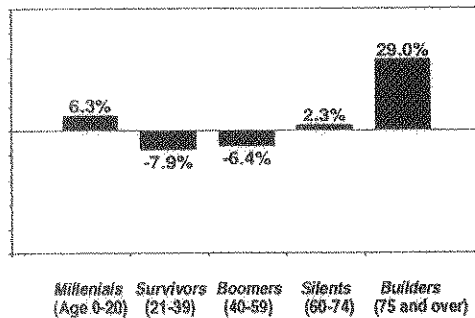
← U.S. Average →

Percentage Below  
Average

### Race/Ethnicity



### Generations

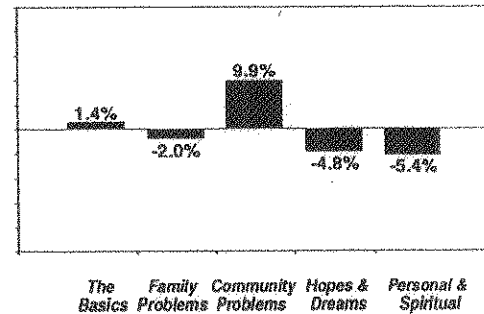


Percentage Above  
Average

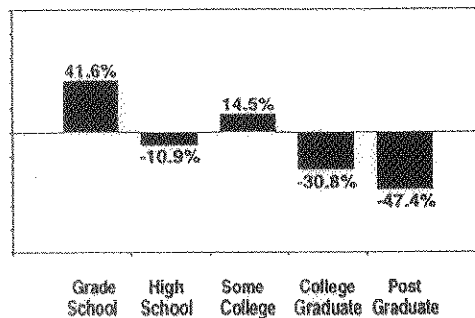
← U.S. Average →

Percentage Below  
Average

### Primary Concern Groups



### Education Completed by Adults

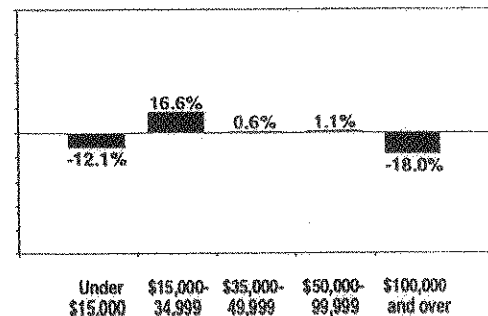


Percentage Above  
Average

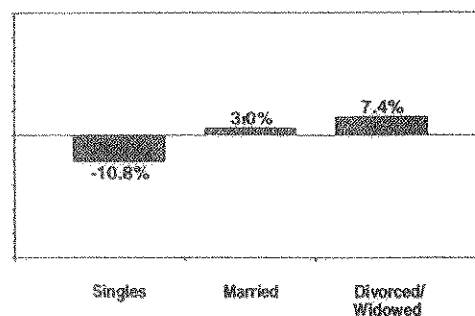
← U.S. Average →

Percentage Below  
Average

### Household Income



### Marital Status

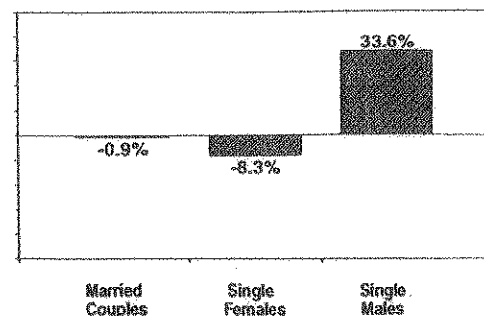


Percentage Above  
Average

← U.S. Average →

Percentage Below  
Average

### Households with Children





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### POPULATION

	1990 Census	2000 Census	2003 Update	2008 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	63,081	69,112	70,690	74,794
Population Change		6,031	1,578	4,104
Percentage Change		9.6%	2.3%	5.8%
Average Annual Growth Rate		1.0%	0.8%	1.2%
▲ Density (Pop. per square mile)	268	294	301	318

### HOUSEHOLDS

	1990 Census	2000 Census	2003 Update	2008 Projection
▲ Households	22,902	24,681	25,330	26,707
Household Change		1,779	649	1,377
Percentage Change		7.8%	2.6%	5.4%
▲ Average Annual Growth Rate		0.8%	0.9%	1.1%
Persons Per Household	2.69	2.74	2.73	2.74

### POPULATION BY RACE/ETHNICITY

	2000 Census		2003 Update		2008 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	43,478	62.9%	43,660	61.8%	43,230	57.8%
African-American (Non-Hisp)	433	0.6%	356	0.5%	422	0.6%
▲ Hispanic/Latino	18,966	27.4%	20,491	29.0%	24,171	32.3%
Asian/Other (Non-Hisp)	6,233	9.0%	6,182	8.7%	6,971	9.3%

### POPULATION BY GENDER

	2000 Census	2003 Update	2008 Projection
Female	35,303 51.1%	35,869 50.7%	37,968 50.8%
Male	33,808 48.9%	34,820 49.3%	36,825 49.2%

### POPULATION BY GENERATION

	2000 Census	2003 Update	2008 Projection
▲ Millennials (Born 1982 or later)	10,511 15.2%	22,471 31.8%	27,500 36.8%
Survivors (Born 1961 to 1981)	19,651 28.4%	17,422 24.6%	18,654 24.9%
↓ Boomers (Born 1943 to 1960)	19,346 28.0%	17,902 25.3%	17,945 24.0%
Silents (Born 1925 to 1942)	9,787 14.2%	7,478 10.6%	8,873 11.9%
↓ Builders (Born 1924 and earlier)	9,817 14.2%	5,421 7.7%	1,822 2.4%

### AGE

	2000 Census	2003 Update	2008 Projection
▲ Average Age	36.4	36.8	37.3
Median Age	2288.3	36.0	36.7

### INCOME

	2000 Census	2003 Update	2008 Projection
▲ Average Household Income	\$53,048	\$61,749	\$71,806
▲ Median Household Income	\$42,248	\$48,110	\$53,997
▲ Per Capita Income	\$18,944	\$22,126	\$25,640



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### HOUSEHOLDS BY INCOME

	2000 Census		2003 Update		2008 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend						
\$150,000 or more	947	3.8%	927	3.7%	1,610	6.0%
▲ \$100,000 to \$149,999	1,731	7.0%	2,289	9.0%	3,159	11.8%
▲ \$75,000 to \$99,999	2,437	9.9%	3,023	11.9%	3,515	13.2%
\$50,000 to \$74,999	4,700	19.0%	5,158	20.4%	4,831	18.1%
\$35,000 to \$49,999	4,072	16.5%	3,961	15.6%	4,601	17.2%
\$25,000 to \$34,999	3,291	13.3%	3,700	14.6%	3,547	13.3%
↓ \$15,000 to \$24,999	3,496	14.2%	3,324	13.1%	3,117	11.7%
↓ \$10,000 to \$14,999	1,736	7.0%	1,515	6.0%	1,205	4.5%
↓ Under \$10,000	2,271	9.2%	1,431	5.6%	1,123	4.2%

### POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	5,201	7.5%	5,231	7.4%	5,491	7.3%
↓ Required Formal Schooling (5-17)	13,985	20.2%	14,259	20.2%	14,697	19.6%
College Years, Career Starts (18-24)	6,954	10.1%	6,781	9.6%	7,312	9.8%
↓ Singles and Young Families (25-34)	8,587	12.4%	8,769	12.4%	9,004	12.0%
Families, Empty Nesters (35-54)	18,739	27.1%	19,236	27.2%	19,770	26.4%
▲ Enrichment Years Singles/Couples (55-64)	5,829	8.4%	6,295	8.9%	7,825	10.5%
Retirement Opportunities (65+)	9,817	14.2%	10,123	14.3%	10,695	14.3%

### POPULATION BY AGE (DETAIL)

↓ Under 5 years	5,201	7.5%	5,231	7.4%	5,491	7.3%
↓ 5 to 9 years	5,310	7.7%	5,404	7.6%	5,448	7.3%
↓ 10 to 14 years	5,545	8.0%	5,594	7.9%	5,638	7.5%
▲ 15 to 17 years	3,130	4.5%	3,261	4.6%	3,611	4.8%
18 to 20 years	3,086	4.5%	2,981	4.2%	3,192	4.3%
▲ 21 to 24 years	3,868	5.6%	3,800	5.4%	4,120	5.5%
▲ 25 to 29 years	4,022	5.8%	4,215	6.0%	4,757	6.4%
↓ 30 to 34 years	4,565	6.6%	4,554	6.4%	4,247	5.7%
↓ 35 to 39 years	5,200	7.5%	4,853	6.9%	4,637	6.2%
40 to 44 years	4,958	7.2%	5,267	7.5%	5,013	6.7%
▲ 45 to 49 years	4,623	6.7%	4,954	7.0%	5,360	7.2%
▲ 50 to 54 years	3,958	5.7%	4,162	5.9%	4,760	6.4%
▲ 55 to 59 years	3,155	4.6%	3,519	5.0%	4,273	5.7%
▲ 60 to 64 years	2,674	3.9%	2,776	3.9%	3,552	4.7%
▲ 65 to 69 years	2,245	3.2%	2,367	3.3%	2,702	3.6%
↓ 70 to 74 years	2,342	3.4%	2,335	3.3%	2,308	3.1%
↓ 75 to 84 years	3,875	5.6%	3,799	5.4%	3,863	5.2%
▲ 85 or more years	1,355	2.0%	1,622	2.3%	1,822	2.4%



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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average				
↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
MARITAL STATUS				
Marital Status All Persons 15 and Older	53,055			
Single (Never Married)	12,823	24.2%	27.1%	89
Married	30,891	58.2%	56.5%	103
Divorced/Widowed	9,340	17.6%	16.4%	107
Marital Status Females 15 and Older	27,424			
Single (Never Married)	5,644	20.6%	24.1%	85
Married	15,393	56.1%	54.6%	103
Divorced/Widowed	6,387	23.3%	21.3%	109
Marital Status Males 15 and Older	25,632			
Single (Never Married)	7,179	28.0%	30.3%	93
Married	15,500	60.5%	58.6%	103
Divorced/Widowed	2,953	11.5%	11.2%	103
FAMILY STRUCTURE				
Households By Type	24,681			
Single Male	2,300	9.3%	11.0%	85
Single Female	3,689	14.9%	14.8%	101
Married Couple	13,271	53.8%	52.5%	102
▲ Other Family - Male Head of Household	1,376	5.6%	4.1%	137
Other Family - Female Head of Household	2,757	11.2%	11.8%	94
Non Family - Male Head of Household	689	2.8%	3.4%	83
Non Family - Female Head of Household	597	2.4%	2.4%	102
Households With Children 0 to 18	9,495			
Married Couple Family	6,490	68.4%	68.9%	99
▲ Other Family - Male Head of Household	858	9.0%	6.8%	134
Other Family - Female Head of Household	2,022	21.3%	23.2%	92
▲ Non Family	124	1.3%	1.1%	121
Population By Household Type	69,045			
Family Households	58,397	84.6%	82.2%	103
Non Family Households	9,113	13.2%	15.0%	88
Group Quarters	1,536	2.2%	2.8%	80



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GROUP QUARTERS				
Population In Group Quarters By Type	1,536			
Institutions	683	44.5%	52.2%	85
↓ College Dorm	0	0.0%	26.5%	0
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
▲ Other	852	55.5%	16.7%	332
RACE/ETHNICITY				
Population By Race/Ethnicity	69,112			
White (Non-Hispanic)	43,478	62.9%	69.1%	91
↓ African-American (Non-Hisp)	433	0.6%	12.0%	5
▲ Hispanic/Latino	18,967	27.4%	12.5%	219
↓ Native American (Non-Hisp)	333	0.5%	0.7%	65
▲ Asian (Non-Hisp)	3,200	4.6%	3.6%	129
↓ Hawaiian & Pacific Islander (Non-Hisp)	29	0.0%	0.1%	34
▲ Other Races & Multiple Races (Non-Hisp)	2,550	3.7%	1.9%	190
Asian Population By Race	3,262			
↓ Chinese	251	7.7%	22.6%	34
▲ Japanese	707	21.7%	7.8%	279
▲ Indian	784	24.0%	16.4%	147
↓ Korean	79	2.4%	10.5%	23
↓ Vietnamese	52	1.6%	11.0%	15
▲ Other Asian Races	1,389	42.6%	31.8%	134
Hispanic/Latino Population By Race	18,967			
↓ White	7,130	37.6%	47.8%	79
↓ African-American	187	1.0%	1.9%	53
↓ Native American	146	0.8%	1.0%	76
Asian	62	0.3%	0.3%	111
▲ Other Races & Multiple Races	11,442	60.3%	49.0%	123
Hispanic/Latino Population By Origin	18,967			
▲ Mexican	16,353	86.2%	58.6%	147
↓ Puerto Rican	189	1.0%	9.7%	10
↓ Cuban	33	0.2%	3.5%	5
↓ Other Hispanic Origin	2,380	12.5%	28.4%	44



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	Number	Percent		
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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
EDUCATION				
Population By School Enrollment (Age 3 and over)	65,825			
Pre-Primary (Public)	1,244	1.9%	2.3%	82
Pre-Primary (Private)	614	0.9%	1.1%	86
Elementary/High School (Public)	11,805	17.9%	16.6%	108
Elementary/High School (Private)	1,345	2.0%	1.9%	106
↓ Enrolled in College	3,376	5.1%	6.5%	79
Not Enrolled in School	47,441	72.1%	71.6%	101
Population By Education Completed (Age 25 and over)	42,970			
▲ Elementary (Less than 9 years)	5,559	12.9%	7.5%	171
▲ Some High School (9 to 11 years)	6,364	14.8%	12.1%	123
High School Graduate (12 years)	10,963	25.5%	28.6%	89
Some College (13 to 15 years)	10,087	23.5%	21.0%	112
▲ Associate Degree	3,376	7.9%	6.3%	124
↓ Bachelor's Degree	4,618	10.7%	15.5%	69
↓ Graduate Degree	2,004	4.7%	8.9%	53
OCCUPATION				
Population By Occupation Type (Age 15 and over)	29,472			
TOTAL WHITE COLLAR	15,588	52.9%	60.3%	88
Executive and Managerial	3,591	12.2%	13.5%	91
Professional Specialty	2,566	8.7%	10.7%	81
↓ Technical Support	2,016	6.8%	9.5%	72
Sales	2,969	10.1%	11.2%	90
Administrative Support & Clerical	4,446	15.1%	15.4%	98
TOTAL BLUE COLLAR	13,882	47.1%	39.7%	119
↓ Service: Private Households	626	2.1%	2.8%	76
Service: Protective	615	2.1%	2.0%	106
Service: Other	2,052	7.0%	6.8%	102
▲ Farming, Forestry & Fishing	1,642	5.6%	0.7%	759
Precision Production and Craft	3,651	12.4%	12.4%	100
Operators and Assemblers	1,759	6.0%	5.5%	108
▲ Transportation and Material Moving	2,490	8.4%	6.1%	138
Laborers	1,047	3.6%	3.3%	108



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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	52,057			
Employed	29,487	56.6%	60.3%	94
▲ Unemployed	2,496	4.8%	3.7%	131
Not in Labor Force	20,075	38.6%	36.1%	107
Households With Families By Number of Workers	17,405			
No Workers	2,379	13.7%	12.7%	108
1 Worker	5,845	33.6%	30.4%	110
2 Workers	7,074	40.6%	45.0%	90
3 or more Workers	2,108	12.1%	11.9%	102
Total Female Population By Work Status (Age 16 and over)	26,868			
TOTAL WORKING	12,900	48.0%	54.2%	89
With No Children	8,012	29.8%	33.8%	88
With Children Age 0 to 5 only	982	3.7%	4.4%	82
With Children Age 6 to 17 only	3,046	11.3%	12.4%	92
With Children Both Age 0 to 5 and 6 to 17	860	3.2%	3.6%	90
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,200	4.5%	3.3%	133
▲ With No Children	809	3.0%	2.2%	138
▲ With Children Age 0 to 5 only	120	0.4%	0.3%	129
With Children Age 6 to 17 only	171	0.6%	0.6%	114
▲ With Children Both Age 0 to 5 and 6 to 17	100	0.4%	0.3%	142
TOTAL NOT IN THE LABOR FORCE	12,768	47.5%	42.5%	112
With No Children	9,610	35.8%	32.9%	109
▲ With Children Age 0 to 5 only	1,024	3.8%	2.7%	139
With Children Age 6 to 17 only	1,383	5.1%	4.3%	119
With Children Both Age 0 to 5 and 6 to 17	751	2.8%	2.5%	110
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	24,681			
Above Poverty Line (Householder Age 0 to 64)	16,087	65.2%	69.5%	94
Above Poverty Line (Householder Age 65 and over)	5,504	22.3%	18.7%	119
Below Poverty Line (Householder Age 0 to 64)	2,522	10.2%	9.4%	109
Below Poverty Line (Householder Age 65 and over)	569	2.3%	2.4%	96
Households By Presence of Retirement Income	24,681			
With Retirement Income	4,414	17.9%	16.7%	107
Without Retirement Income	20,268	82.1%	83.3%	99



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HOUSING				
Occupied Units By Type	24,817			
Owner Occupied	14,114	56.9%	66.2%	86
▲ Renter Occupied	10,703	43.1%	33.8%	128
Median Rent	\$662		\$657	101
Vacant Units By Type	937			
▲ For Rent	316	33.7%	25.7%	131
▲ For Sale	245	26.1%	13.7%	191
↓ Seasonal	189	20.2%	37.1%	54
Other	186	19.9%	23.5%	84
Structures By Number of Units	25,754			
Single Unit	17,938	69.7%	65.8%	106
2 to 9 Units	3,052	11.9%	13.7%	86
10 to 19 Units	1,041	4.0%	4.0%	101
20 to 49 Units	778	3.0%	3.3%	90
50 or more Units	1,508	5.9%	5.3%	111
↓ Mobile Home	1,347	5.2%	7.6%	69
▲ Other	88	0.3%	0.2%	151
Single To Multiple Unit Ratio	2.81		2.50	113
2000 Owner-Occupied Property Values	11,986			
↓ Under \$25,000	30	0.3%	2.4%	11
↓ \$25,000 to \$49,999	99	0.8%	7.5%	11
↓ \$50,000 to \$74,999	344	2.9%	16.3%	18
↓ \$75,000 to \$99,999	1,175	9.8%	14.1%	70
▲ \$100,000 to \$149,999	4,870	40.6%	23.7%	171
▲ \$150,000 to \$199,999	2,892	24.1%	14.6%	165
▲ \$200,000 to \$299,999	1,840	15.4%	11.9%	129
↓ \$300,000 to \$399,999	421	3.5%	4.4%	79
\$400,000 to \$499,999	199	1.7%	2.1%	80
↓ \$500,000 and over	115	1.0%	2.9%	33
2000 Median Property Value	\$169,348		\$158,934	107

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HOUSING (CONTINUED)				
Housing Units By Year Built	25,754			
↓ 1995 to 2000	1,715	6.7%	9.7%	69
↓ 1990 to 1994	1,441	5.6%	7.3%	77
▲ 1980 to 1989	5,426	21.1%	15.8%	133
1970 to 1979	4,996	19.4%	18.5%	105
1960 to 1969	3,857	15.0%	13.7%	109
1950 to 1959	3,603	14.0%	12.7%	110
1940 to 1949	1,968	7.6%	7.3%	105
↓ 1939 or earlier	2,748	10.7%	15.0%	71
Households By Number of Persons	24,681			
1 Person Household	5,990	24.3%	25.8%	94
2 Person Household	8,025	32.5%	32.5%	100
3 Person Household	3,705	15.0%	16.5%	91
4 Person Household	3,551	14.4%	14.3%	101
5 Person Household	1,833	7.4%	6.7%	111
▲ 6 Person Household	836	3.4%	2.7%	127
▲ 7 or more Person Household	740	3.0%	1.7%	179
Average Persons Per Household	2.7		2.6	106
Population By Urban/Rural	69,112			
Urban	59,278	85.8%	79.0%	109
↓ Rural	9,834	14.2%	21.0%	68
Households By Heating Type	24,817			
▲ Utility Gas	17,457	70.3%	51.2%	137
↓ Other Gas	1,128	4.5%	6.5%	70
↓ Electric	5,567	22.4%	30.3%	74
↓ Oil	57	0.2%	9.0%	3
↓ Coal	0	0.0%	0.1%	0
Wood	463	1.9%	1.7%	111
↓ Solar/Other Fuel	81	0.3%	0.4%	75
↓ No Fuel Used	64	0.3%	0.7%	37
Households By Presence of Telephone	24,817			
With Telephone	24,378	98.2%	97.6%	101
↓ Without Telephone	439	1.8%	2.4%	73



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TRANSPORTATION				
Households By Number of Vehicles	24,817			
No Vehicles	2,475	10.0%	10.3%	97
1 Vehicle	8,751	35.3%	34.2%	103
2 Vehicle	9,519	38.4%	38.4%	100
3 or more Vehicles	4,071	16.4%	17.1%	96
Workers By Travel Time to Work	27,916			
Work At Home	989	3.5%	3.4%	105
▲ Less than 10 minutes	6,292	22.5%	14.4%	157
10 to 29 minutes	14,303	51.2%	51.1%	100
↓ 30 to 59 minutes	5,198	18.6%	26.5%	70
60 to 89 minutes	1,266	4.5%	5.2%	87
90 or more minutes	856	3.1%	2.8%	111
Average Travel Time to Work (minutes)	22.8		25.5	89
Workers By Type of Transportation to Work	28,905			
Drive Alone	21,787	75.4%	75.7%	100
▲ Car Pool	4,490	15.5%	12.2%	127
↓ Public Transportation	140	0.5%	4.7%	10
▲ Motorcycle	386	1.3%	0.5%	272
Walk to Work	860	3.0%	2.9%	102
▲ Other Means	253	0.9%	0.7%	125
Work at Home	989	3.4%	3.3%	105



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### SEGMENT GROUPS

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	10,571	41.7%	34.1%	123
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	4,401	17.4%	17.3%	101
5	Senior Life (7, 20, 21, 22, 30 and 31)	3,407	13.5%	7.1%	190
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,865	11.3%	13.9%	82
4	Rural Families (27, 26, 29, 33, 35 and 38)	2,595	10.2%	14.1%	73
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,247	4.9%	13.4%	37

### INDIVIDUAL SEGMENTS

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
40	Surviving Urban Diversity	3,381	13.3%	3.2%	415
10	Suburban Mid-Life Families	2,812	11.1%	7.0%	158
23	Established Empty-Nesters	2,741	10.8%	3.5%	305
18	Working Urban Families	2,149	8.5%	4.8%	178
15	Reliable Young Starters	2,116	8.4%	4.7%	176
38	Rural Working Families	1,704	6.7%	9.3%	73
20	Cautious and Mature	1,623	6.4%	2.7%	238
4	Educated Mid-Life Families	1,102	4.4%	3.7%	119
16	Established Country Families	965	3.8%	6.3%	60
22	Mature and Established	961	3.8%	2.0%	191
39	New Beginning Urbanites	740	2.9%	1.5%	191
25	Working Country Consumers	694	2.7%	4.6%	60
11	Young Suburban Families	666	2.6%	3.0%	88
35	Laboring Country Families	606	2.4%	3.2%	75
32	Working Urban Life	491	1.9%	2.3%	85
41	Struggling Hispanic Households	399	1.6%	1.6%	97
28	Building Country Families	382	1.5%	2.8%	53
30	Urban Senior Life	342	1.4%	0.8%	177
50	Unclassified Households	231	0.9%	0.1%	739
21	Mature and Stable	186	0.7%	0.5%	139



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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent		
7	Prosperous and Mature	172	0.7%	0.6%	121
17	Large Young Families	152	0.6%	1.9%	31
29	Working Country Families	146	0.6%	1.0%	59
14	Secure Mid-Life Families	132	0.5%	0.7%	79
31	Mature Country Families	123	0.5%	0.5%	91
27	Country Family Diversity	88	0.3%	0.3%	104
45	Struggling Urban Diversity	71	0.3%	1.6%	17
44	Laboring Urban Life	41	0.2%	0.1%	184
26	Working Suburban Families	39	0.2%	0.1%	113
49	Exception Households	17	0.1%	0.3%	27
43	Laboring Urban Diversity	13	0.1%	0.5%	10
33	Laboring Rural Families	12	0.0%	0.2%	31
9	Educated Working Families	10	0.0%	0.1%	37
5	Prosperous Diversity	8	0.0%	2.4%	1
19	Educated and Promising	8	0.0%	0.1%	41
42	Laboring Rural Diversity	5	0.0%	1.4%	1
3	Mid-Life Prosperity	2	0.0%	1.4%	1
1	Traditional Affluent Families	1	0.0%	3.7%	0
8	Rising Potential Professionals	1	0.0%	2.9%	0
6	Prosperous New Country Families	1	0.0%	1.3%	0
2	Professional Affluent Families	1	0.0%	0.3%	1
12	Educated New Starters	0	0.0%	2.8%	0
46	Struggling Black Households	0	0.0%	2.3%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.0%	0
36	Working Diverse Urbanites	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.7%	0
13	Affluent Educated Urbanites	0	0.0%	0.7%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.5%	0
34	College and Career Starters	0	0.0%	0.3%	0
47	University Life	0	0.0%	0.3%	0
TOTALS		25,334	100.0%	100.0%	100



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<b>FAITH INVOLVEMENT INDICATOR</b>			

**Estimated 2003 Households Likely to Be:**

↓ Strongly Involved with Their Faith	29.2%	35.2%	83
↓ Somewhat Involved with Their Faith	25.7%	29.9%	86
▲ Not Involved with Their Faith	44.1%	34.9%	126

**Estimated 2003 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.0%	22.1%	82
Decreased Their Involvement with Their Faith in the Last 10 Years	22.0%	23.6%	93

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2003 Households Likely to Prefer:**

▲ Adventist	0.7%	0.5%	152
↓ Baptist	10.0%	15.6%	64
↓ Catholic	21.3%	24.2%	88
Congregational	1.9%	1.9%	97
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.9%	0.5%	207
↓ Episcopal	2.4%	2.9%	83
↓ Holiness	0.3%	0.8%	42
▲ Jehovah's Witnesses	1.2%	1.0%	115
↓ Judaism	2.8%	3.5%	79
↓ Lutheran	6.2%	7.2%	86
↓ Methodist	5.7%	10.0%	57
▲ Mormon	2.7%	1.7%	157
▲ New Age	1.1%	0.6%	207
▲ Non-Denominational / Independent	10.6%	6.8%	155
Orthodox	0.3%	0.3%	97
▲ Pentecostal	3.0%	2.4%	126
Presbyterian / Reformed	4.5%	4.6%	97
Unitarian / Universalist	0.7%	0.7%	94
▲ Interested but No Preference	6.0%	3.8%	156
▲ Not Interested and No Preference	17.3%	11.1%	155
Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.6%	109

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2003 Households Likely to Prefer A Leader Who:**

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	12.1%	11.5%	105
Lets them do what they want and stays out of the way	4.3%	4.7%	91
Works with them on deciding what to do and helps them do it	79.6%	79.9%	100





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**Study Area**

**U.S. Average**

**U.S.  
Comparative  
Index**

**PRIMARY CONCERN INDICATOR**

**Estimated 2003 Households Likely to Be Primarily Concerned With:**

**THE BASICS:**

Maintaining Personal Health	41.0%	43.7%	94
Finding/Providing Health Insurance	26.5%	29.1%	91
Day-to-Day Financial Worries	34.3%	31.6%	108
Finding Employment Opportunities	14.8%	14.3%	104
▲ Finding Affordable Housing	14.1%	11.2%	126
▲ Providing Adequate Food	10.0%	8.6%	117
Finding Child Care	6.1%	6.3%	98

**FAMILY PROBLEMS:**

Dealing With Alcohol/Drug Abuse	17.6%	16.8%	105
Dealing With Teen / Child Problems	20.2%	20.6%	98
↓ Finding/Providing Aging Parent Care	13.4%	15.6%	86
Dealing With Abusive Relationships	12.3%	11.3%	109
↓ Dealing With Divorce	3.9%	4.5%	87

**COMMUNITY PROBLEMS:**

▲ Neighborhood Crime and Safety	30.8%	26.9%	115
Finding/Providing Good Schools	23.2%	23.4%	99
Dealing with Problems in Schools	13.5%	13.6%	99
Dealing With Racial / Ethnic Prejudice	12.4%	12.9%	96
▲ Dealing With Neighborhood Gangs	14.1%	8.3%	170
Dealing with Social Injustice	12.1%	11.4%	106

**HOPES AND DREAMS:**

Achieving Long-term Financial Security	49.9%	50.7%	98
Finding Time for Recreation / Leisure	24.6%	25.3%	97
Finding Better Quality Healthcare	25.0%	24.2%	103
↓ Finding A Satisfying Job / Career	16.7%	19.3%	87
Finding Retirement Opportunities	17.1%	19.0%	90
Achieving A Fulfilling Marriage	20.4%	22.2%	92
↓ Developing Parenting Skills	12.9%	14.6%	88
Achieving Educational Objectives	7.4%	7.4%	100

**SPIRITUAL / PERSONAL:**

Dealing With Stress	29.2%	30.0%	97
Finding Companionship	17.8%	17.3%	103
↓ Finding A Good Church	12.3%	15.1%	82
↓ Finding Spiritual Teaching	11.2%	12.8%	88
Finding Life Direction	13.8%	14.0%	99





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#### KEY VALUES INDICATOR

##### Estimated 2003 Households Likely to Agree With the Following Statements:

###### GOD:

"I believe there is a God"	85.8%	84.3%	102
"God is actively involved in the world including nations and their governments"	65.2%	63.7%	102

###### SOCIETY:

"It is important to preserve the traditional American family structure"	92.1%	91.6%	101
"A healthy environment has become a national crisis"	82.4%	82.9%	99
"Public education is essential to the future of American society"	93.6%	94.0%	100

###### INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.8%	50.1%	99
"The role of Churches / Synagogues is to help form and support moral values"	81.5%	81.2%	100
"Churches and religious organizations should provide more human services"	61.7%	62.6%	99

###### RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	34.8%	36.0%	97
"The changing racial / ethnic face of America is a threat to our national heritage"	37.6%	36.7%	102

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2003 Households Likely to Contribute:

###### TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.2%	59.9%	99
More than \$500 per year	30.7%	31.4%	98
More than \$1,000 per year	16.7%	17.4%	96

###### TO CHARITIES:

More than \$100 per year	30.9%	33.7%	92
↓ More than \$500 per year	5.4%	6.9%	78
↓ More than \$1,000 per year	1.7%	2.4%	71

###### TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.0%	16.0%	81
↓ More than \$500 per year	3.5%	4.4%	80
↓ More than \$1,000 per year	1.8%	2.2%	82



# **APPENDIX**

## **E**

## **SURVEY**

**Circle One**

1. Are you between 20 and 35 years of age? Y N
2. Do you currently reside in the limits of the City of Lodi? Y N
3. Did you grow up in the City of Lodi? Y N
4. What is your overall opinion or feelings of the City of Lodi? (circle one)

**Love Like Indifferent Dislike Hate**

5. Are you satisfied with what the City of Lodi has to offer? Y N
6. Are there any factors that might cause you to be dissatisfied with the City of Lodi? Y N
7. If Yes, please list all factors that might be causing the dissatisfaction.  
(check all that apply)

- ☐ Crime
- ☐ Cost of Housing
- ☐ Employment Opportunities
- ☐ Education, Collegiate

- ☐ Recreational Activity Opportunities
- ☐ Cost of Living
- ☐ Education, Children's
- ☐ Other \_\_\_\_\_

8. Would you consider leaving the City of Lodi? Y N
9. If you were to leave the City of Lodi, where would you move to? (circle one)

**Stockton Elk Grove Galt Sacramento Tracy Other \_\_\_\_\_**

10. If Yes, please list any and all factors that might lead to the choice to leave. (check all that apply)

- ☐ Crime
- ☐ Cost of Housing
- ☐ Employment Opportunities
- ☐ Education, Collegiate

- ☐ Recreational Activity Opportunities
- ☐ Cost of Living
- ☐ Education, Children's
- ☐ Other \_\_\_\_\_

11. Is the Cost of Living in the City of Lodi too high? Y N
12. If there is one thing that you would like to see the City of Lodi add to what it already offers, or would offer to you, what would it be? (please write in answer below)

# APPENDIX

## F

Statistics

Jodi



Active: 95

Pending: 0

Sold: 0

Other: 0

Total: 95

	Bedrooms	Bathrooms	Square Feet	List Price	Selling Price	Days on Market
Minimum	1	1.00	480	\$125,000		1
Average	3	2.24	1,869	\$370,036	\$0	82
Median			1,787	\$315,000	\$0	75
Maximum	5	4.00	4,284	\$2,600,000	\$0	335

Statistical Format Area Market Survey by Area

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**Market Statistics Report**

Listings as of 01/31/04 at 11:49am

**Residential**

	<u>2- Bedrooms</u>	<u>3 Bedrooms</u>	<u>4 Bedrooms</u>	<u>5+ Bedrooms</u>	<u>All Bedrooms</u>
<b>Active</b>					
#Units	8	123	109	12	252
Average List Price	\$386,344	\$281,784	\$401,486	\$486,133	\$346,610
Average Market Time	37	49	67	69	57
<b>All Off Market</b>					
#Units	0	0	0	0	0
<b>Pending</b>					
#Units	0	0	0	0	0
Average List Price	\$0	\$0	\$0	\$0	\$0
Average Market Time	0	0	0	0	0
<b>Sold</b>					
#Units	0	0	0	0	0
Dollar Value	\$0	\$0	\$0	\$0	\$0
Average List Price	\$0	\$0	\$0	\$0	\$0
Average Sold Price	\$0	\$0	\$0	\$0	\$0
Average Market Time	0	0	0	0	0
% of List Price	0.00	0.00	0.00	0.00	0.00
<b>Not Pending or Sold</b>					
#Units	0	0	0	0	0
Average List Price	\$0	\$0	\$0	\$0	\$0

Equal Opportunity Housing \* All information deemed reliable, but not guaranteed.

Information provided by Seller/Other sources, not verified by Broker. All Interested Persons should independently verify accuracy of above info.

20703-20706, 20708, 20804

## Statistics



Active: 252

Pending: 0

Sold: 0

Other: 0

Total: 252

	Bedrooms	Bathrooms	Square Feet	List Price	Selling Price	Days on Market
Minimum	2	1.00	750	\$149,500		0
Average	3	2.61	2,149	\$346,610	\$0	57
Median			1,925	\$286,750	\$0	46
Maximum	5	7.00	9,999	\$1,600,000	\$0	320

Statistical Format Area Market Survey by Area

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Charts

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# **APPENDIX**

## **G**

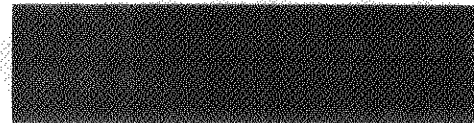
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Date	Job Title	Company	Location
Apr 27	<a href="#">Maintenance Technician</a>	Company Confidential	<a href="#">US-CA-Lodi</a>
Apr 22	<a href="#">Financial Planner Administrative Assistant</a>	Kelly Services	<a href="#">US-CA-Lodi</a>
Apr 22	<a href="#">Sales</a>	Kelly Services	<a href="#">US-CA-Lodi</a>
Apr 22	<a href="#">Office assistant</a>	Kelly Services	<a href="#">US-CA-Lodi</a>
Mar 12	<a href="#">Part-time Evening Receptionist</a>	Kelly Services	<a href="#">US-CA-Lodi</a>
Apr 22	<a href="#">Store Manager(CA) - Stockton-Manteca-Lodi Multiple Positions</a>	Blockbuster, Inc.	<a href="#">US-CA-Central Valley</a>
<b>Apr 20 *</b>	<b><a href="#">Cabinetmaker</a></b>	<b>Cabinet Crafters</b>	<b><a href="#">US-CA- Lockeford/Lodi</a></b>
Mar 19	<a href="#">Substitute Teacher</a>	Kelly Services	<a href="#">US-CA-Stockton Metro area</a>
Apr 5	<a href="#">Account Manager</a>	HILTI	<a href="#">US-CA-Central Valley</a>
Apr 5	<a href="#">Manager Candidate</a>	HILTI	<a href="#">US-CA-Central Valley</a>
Mar 31	<a href="#">SALESPEOPLE</a>	RUSS BERRIE & COMPANY INC	<a href="#">US-CA-Central Valley</a>

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## City Profile Report Results

City snapshot: Stockton, California

About our data

### Finances & Economies

<a href="#">Cost of Living</a>	86
<a href="#">Sales Tax Rate</a>	8%
<a href="#">State Income Taxes</a>	\$456
<a href="#">Local Income Taxes</a>	\$0
<a href="#">Job Growth</a>	0.032%
<a href="#">Unemployment Rate</a>	9.9%
<a href="#">Median Family Income</a>	\$30,315

### Real Estate

<a href="#">Home Purchase Cost</a>	242000
<a href="#">Property Tax</a>	\$2,467
<a href="#">Electricity Cost</a>	\$113

### Education

<a href="#">High School Graduate Rate</a>	67%
<a href="#">Bachelor's Degree Rate</a>	15%

### Quality of Life

<a href="#">Air Pollution</a>	91
<a href="#">Population</a>	232660
<a href="#">Population Density</a>	4175
<a href="#">Crime Index</a>	8592

### Travel and Transportation

<a href="#">Auto Insurance</a>	\$1,254
<a href="#">Commute Time</a>	20

### Weather

<a href="#">Temperature (January)</a>	45
---------------------------------------	----

Temperature (July)	78
Heating Degree Days	2,707
Cooling Degree Days	1,470
Annual Precipitation	14
Clear Days (no clouds)	162



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Date	Job Title	Company	Location
Feb 2	Millwright/Welder/Mechanic	Stockton Tri Industries	US-CA-Stockton
Mar 5	TRANSPORTATION OPERATIONS SUPERVISOR	McLane Food Services	US-CA-Stockton
Mar 2	Security Guard	Zacky Foods LLC	US-CA-Stockton
Mar 1	Account Manager - Stockton	BloodSource	US-CA-Stockton, CA
Feb 28	Physical Therapist Openings in Stockton, CA	Gentiva Health Services	US-CA-Stockton
Feb 27	Payroll Assistant	A. Teichert & Son Incorporated	US-CA-Stockton
<b>Feb 27</b>	<b>Premium Field Auditor</b>	<b>Overland Solutions, Inc.</b>	<b>US-CA-Stockton</b>
Feb 27	Registered Nurse or Licensed Vocational Nurse-Stockton	Beverly Enterprises	US-CA-Stockton
Feb 25	Jamba Juice Restaurant Manager Interviews and Management Open House	RestaurantCareers	US-CA-Tracy, Stockton, Modesto
Feb 25	Jamba Juice Manager Interviews & Management Open House!	RestaurantCareers	US-CA-Tracy, Stockton, Modesto
Feb 23	Legal Secretary	The Plus Group	US-CA-Stockton
Feb 19	Supervisor, Maintenance	Unified Western Grocers	US-CA-Stockton
<b>Feb 18</b>	<b>Judith Brown Adult Day Health Care Program Administrator</b>	<b>Seniors First</b>	<b>US-CA-Stockton</b>

Feb 18	Neuroscience Sales Associate/Specialist - Stockton, CA	Novartis Pharmaceuticals Corp.	US-CA-Central Valley
Feb 17	Senior Sales Rep/Potential Sales Manager	Sonitrol	US-CA-Stockton/Modesto
Feb 16	Registered Nurse Full Time NOC Shift	Beverly Enterprises	US-CA-Stockton
Feb 16	Licensed Vocational Nurse-Full time NOC shift	Beverly Enterprises	US-CA-Stockton
Feb 13	Data Entry Clerk A1894	Kelly Services	US-CA-Stockton
Feb 12	Division Chairperson, Family, Consumer, and Health Sciences	San Joaquin Delta College	US-CA-Stockton
Feb 12	Financial Services Sales Representative	Metlife	US-CA-Stockton
Feb 10	T1007 Administrative Assistant	Kelly Services	US-CA-Stockton
Feb 10	Bilingual Collections Clerk	Kelly Services	US-CA-Stockton
Feb 6	Administrative Support Representative	ppoNEXT	US-CA-STOCKTON
Feb 5	Controller	Company Confidential	US-CA-Stockton
Feb 4	Softlines Supervisor	Sears, Roebuck and Co	US-CA-Stockton
Feb 3	Armed Driver/Guard ( Armored Services Technician)	Loomis, Fargo & Co.	US-CA-Stockton
Jan 29	Maintenance Supervisor	Equity Residential Properties	US-CA-Stockton, CA
Jan 29	Sales Representative	Trader Publishing Company	US-CA-Stockton/Modesto
Jan 27	Precast Concrete Production Manager	A. Teichert & Son Incorporated	US-CA-Stockton, CA
Jan 27	Business Development Representative	A. Teichert & Son Incorporated	US-CA-Stockton, CA
Jan 24	Transit Planner	Hatch Mott MacDonald	US-CA-Stockton
Jan 24	Stockton, Ca Assistant Str. Mgr. Hardlines Discount	Management Recruiters Intntl	US-CA-Stockton
Jan 22	Entry Level, Industrial Sales	Lawson Family of Businesses	US-CA-Modesto, Stockton
Jan 19	Quality Assurance Manger	Kruger Foods Inc.	US-CA-Stockton
Jan 16	ACCOUNTING MANAGER	Timbron International, Inc.	US-CA-Stockton
Jan 16	Workers' Compensation Legal Secretary	Grancell, Lebovitz, Stander	US-CA-Stockton
Jan 14	<b>SALES OPPORTUNITY IN YOUR LOCAL AREA!</b>	<b>Edward Jones</b>	<b>US-CA-Stockton</b>
Jan 13	Sales Representative	AmeriPride Services	US-CA-Stockton
Jan 12	Store Managers and Assistant Managers	Hollywood Entertainment Retail	US-CA-Stockton & Turlock
Mar 8	PHP and MySQL Programmer	Deniro Marketing	US-CA-Stockton
Mar 8	Account Representatives-Central/Tri Valley CA	<b>DHL Express</b>	<b>US-CA-Tracy/Stockton/Livermore</b>
Mar 7	Sales Driven Stockton/Modesto Advertising Executive as Associate Publisher (Investment Required)	Travelhost, Inc	US-CA-Call 800 527 1782
Mar 6	Indirect Sales Rep.	AT&T Wireless	US-CA-Stockton

Mar 3	Registered Special Inspector - ACI, I.C.B.O., D.S.A. - Jamestown and Stockton Divisions	Condor Earth Technologies, Inc	US-CA-Jamestown
Mar 2	Branch Office Administrator - Stockton, CA	Edward Jones	US-CA-Central Valley
Feb 29	Growth Opportunity for Ambitious, Driven, Outside Advertising Sales Pro! (Investment Required)	Travelhost, Inc	US-CA-Stockton/Modesto
Feb 27	Senior Programmer/Analyst - AS400	Delta Health Systems	US-CA-Stockton
Feb 27	Electrical Project Manager	Dunhill Staffing	US-CA-Stockton
Feb 26	Investigator - Loss Detection	Family Dollar Stores	US-CA-Stockton
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# APPENDIX

## H

Project Purpose:

To answer the question, "Why is the 20-35 age population of the City of Lodi experiencing a negative migration from the City?" The answer to this question would then lead the City of Lodi to a choice of actions that would turn this negative migration into a positive one, stimulating the City's growth and revenue.

Anticipated Method:

Incorporate the use of an already completed survey, along with a smaller survey to be completed by phone or person-to-person contact, for the primary purpose of evaluation of said issue. The additional use of contacts in the real estate sector for the data needed concerning housing in the perspective areas. The use of various web-sites for the purpose of data collection, and analysis, of the employment and education opportunities in perspective areas. The use of the survey agency that performed the original survey for purposes of expansion of said survey or an additional survey of a city of similar characteristic.

Project Deliverables:

The completed surveys conducted by phone or person-to-person, the survey and the augmented survey completed by the performing agency. The data concerning the comparable cities in the surrounding areas of the City of Lodi. A graph or data matrix with the perspective areas placed in comparison with each other. A comprehensive report concerning the correlation of the data and the surveys. A presentation of the possible reactions to the data presented, along with the possible outcomes to the said reactions. A final recommendation for the City of Lodi to consider as a response to the comprehensive report.

How Will The Project Further the Kingdom of God?:

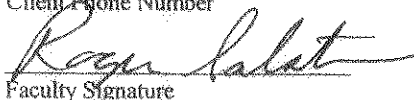
The biggest affect this project will have on the Kingdom of God is in the area of church growth. If the City of Lodi were not growing at a regular or healthy rate, than it would be safe to say that the churches in the city would not be growing. This is the case. If the City of Lodi were to stimulate growth, than it would also be safe to say the churches in the city would also see growth. The survey results will also point out that the largest group in the City of Lodi is also the number one least reached group by the churches in the city. The project will be one that is not only presented to the city, but also one that will be available to the local churches as well.

  
Client Signature

JANET L. HAMILTON  
Client Name

CITY OF LODI  
Client Organization

(209) 333-6700  
Client Phone Number

  
Faculty Signature

  
Student Signature

Ted C. Van Allen Jr.  
Student Name

ROGER SALSTROM  
Faculty Name